## AMENDMENTS TO THE CLAIMS

1. (Currently amended)　　　A sales activity management system comprising:

a database that stores activity management information concerning activity content of each salesperson and sales negotiation item information concerning each sales negotiation item that each salesperson is in charge of;

an activity content evaluation unit that evaluates the activity content of each salesperson based on at least one of the activity management information and the sales negotiation item information, registered in said database;

an evaluation report creating unit that generates evaluation report information concerning the activity content of each salesperson, based on the evaluation results by said activity content evaluation unit; [[and]]

a customer database that stores customer information concerning customers;

a customer targeting unit that extracts sales negotiation item information wherein a sales negotiation progress level in the sales negotiation item information is equal to or greater than a predetermined level, targets the customer of sales negotiation indicated by the extracted sales negotiation item information, extracts the customer information of the targeted customer from the customer database, and adds the customer information to said evaluation report information and

an evaluation report sending unit that sends the generated evaluation report information, to which the customer targeting unit adds the customer information, to a terminal device of the salesperson.

2. (Original)　The sales activity management system according to claim 1, wherein the activity management information includes one of, or a plurality of data of, number of registered sales negotiations, number of customer calls made, hours of activity, number of agreements reached in sales negotiations, rate of agreements reached in sales negotiations, sales proceeds, and estimate proceeds.

3. (Original)　The sales activity management system according to claim 1, wherein the sales negotiation item information includes data of progress level of each sales negotiation item.

4. (Currently amended)　The sales activity management system according to claim 1, further comprising an activity pattern analyzing unit that extracts sales management information that has a

number or rate equal to or ~~higher~~ greater than a predetermined number of registered sales negotiations or a predetermined rate of registered sales negotiations from said database, and analyzes the activity pattern of the salesperson, using the extracted sales management information, wherein:

said evaluation report creating unit generates ~~advise~~ advice information towards the activity content of each salesperson based on the analysis by said activity pattern analyzing unit, and adds the generated ~~advise~~ advice information to the evaluation report information.

5. (Currently amended) The sales activity management system according to claim 4, wherein said ~~advise~~ advice information includes activity instruction information towards each salesperson.

6. (Currently amended) The sales activity management system according to claim 4, wherein said activity pattern analyzing unit extracts sales management information wherein a sales proceed or an estimate proceed is ~~higher~~ greater than a predetermined amount, from said database, and analyzes the activity pattern of the salesperson using the extracted sales management information.

7. (Original) The sales activity management system according to claim 1, wherein the evaluation report creating unit ranks the activity content of each salesperson, based on the evaluation results by the activity content evaluation unit.

8. (Canceled)

9. (Currently amended) The sales activity management system according to claim [[8]] 1, further comprising a knowledge database that stores knowledge information concerning know-how and knowledge in sales activity, correlating it with customer information registered in the customer database, wherein

said customer targeting unit extracts knowledge information relating to the targeted customer from the knowledge database and sends the information to said terminal device, when sending the evaluation report information to said terminal device.

10. (Currently amended) The sales activity management system according to claim [[8]] 1, further comprising a knowledge database that stores sales support information including at least one data of various promotional material, sales activity record, and delivery achievement concerning

apparatuses, for using in sales activity, correlating it with customer information registered in the customer database, wherein

said customer targeting unit extracts sales support information relating to the targeted customer from the knowledge database and sends the information to said terminal device, when sending the evaluation report to said terminal device.

11. (Original) The sales activity management system according to claim 1, which receives information concerning results of sales activity carried out based on said evaluation report information, from said terminal device, and registers at least one of the activity management information and the sales negotiation item information, which are based on the received information, to said activity management information database.

12. (Original) The sales activity management system according to claim 1, wherein said evaluation report information further includes data of comments input by a manager of said each salesperson.

13. (Currently amended) A server device comprising:

an activity content evaluation unit that evaluates [[the]] activity content of each salesperson based on at least one of [[the]] activity management information and [[the]] sales negotiation item information, registered in a database that stores the activity management information concerning the activity content of each salesperson and the sales negotiation item information concerning each sales negotiation item that each salesperson is in charge of;

an evaluation report creating unit that generates evaluation report information concerning the activity content of each salesperson, based on the evaluation results by said activity content evaluation unit; [[and]]

a customer targeting unit that extracts sales negotiation item information wherein a sales negotiation progress level in the sales negotiation item information is equal to or greater than a predetermined level, targets the customer of sales negotiation indicated by the extracted sales negotiation item information, extracts customer information of the targeted customer from a customer database that stores customer information concerning customers, and adds the customer information to said evaluation report information; and

an evaluation report sending unit that sends the generated evaluation report information, to which the customer targeting unit adds the customer information to a terminal device of the salesperson.

14. (Currently amended)  A computer readable recording medium which stores a program for controlling a computer to execute:

a step of evaluating activity content of each salesperson based on at least one of [[the]] activity management information and [[the]] sales negotiation item information, registered in a database that stores the activity management information concerning the activity content of each salesperson and the sales negotiation item information concerning each sales negotiation item that each salesperson is in charge of;

a step of generating evaluation report information concerning the activity content of each salesperson, based on the evaluation results by said activity content evaluation unit; [[and]]

a step of extracting sales negotiation item information wherein a sales negotiation progress level in the sales negotiation item information is equal to or greater than a predetermined level, targeting the customer of sales negotiation indicated by the extracted sales negotiation item information, extracting customer information of the targeted customer from a customer database that stores customer information concerning customers, and adding the customer information of the targeted customer to said evaluation report information; and

a step of sending the generated evaluation report information, to which the customer information is added, to a terminal device of a salesperson.

15. (Canceled)